



## **Unique, targeted, and affordable advertising opportunity!**

Do you own a small (or large) business? Did you know that there is a way to reach thousands of great potential customers for a very small investment of your marketing dollar? Consider advertising in Williamston Theatre programs!

### **Important details to know:**

- In 2023, over 10,000 patrons attended performances at Williamston Theatre.
- Our audience members are loyal, mature, enjoy arts and entertainment, and have disposable income and time.
- Where our audiences come from: 20% from Williamston addresses, 40% from non-Williamston Ingham County addresses, 40% from outside of Ingham County.
- There are five productions this season, with each production running 5-7 weeks. There are five performances each week.
- Our productions are completely professional, so the quality is very high. We operate under a contract with the Actors' Equity Association (the union for professional stage managers and actors), and are a member of the national organization, the Theatre Communications Group. Our productions feature *home-grown* talent. We believe that Michigan has a lot to offer, including amazing artists.
- Advertising costs range from \$75 to \$900, depending on how large you want your ad, and how long you want it to run. (See details following).

Our patrons arrive at the Theatre an average of 15-20 minutes before show time. Our box office staff gets them their tickets quickly, our art gallery is not large, and it's a quick and easy trip to their seats. That leaves them with an average of 7-10 minutes of sitting in their seats with nothing to read but our program.

**Tell them about your business!** Tell them when you are open. Tell them what makes you special. Entice them to come to your place of business the next time they return to Williamston for a performance – because after they see one of our shows, they will be coming back!

**Show your support the arts!** The Williamston Theatre relies on fundraised revenue to cover over 50% of its annual operating expenses. Tell our patrons that you support the arts, how we make our community unique, and how we improve the quality of life here. Tell your customers who already attend that you support us by placing an ad. They will thank you for it.



### Rates & Sizes

Ad Size	Dimensions	Single Show Rate	2 - Show Discount**	5 - Show Discount**
¼ Page	2.125”w x 3.625”h *	\$75	\$140	\$325
½ Page	4.5”w x 3.625”h *	\$125	\$230	\$550
Full Page	4.5”w x 7.5”h	\$200	\$370	\$900

\* Please note that all ads are portrait orientation. No landscape orientation can be accommodated.

\*\* Discounts are for ads placed within a cultural season and cannot be transferred between seasons.

### Schedule & Deadlines

Production	Copy Deadline	Performance Dates
<i>Thirst</i>	<b>August 16, 2024</b>	Sept 12 – Oct 20, 2024
<i>A Very Williamston Christmas</i>	<b>October 18, 2024</b>	Nov 14 – Dec 29, 2024
<i>A Case for the Existence of God</i>	<b>January 10, 2025</b>	Feb 6 – Mar 16, 2025
<i>Baba</i>	<b>March 28, 2025</b>	April 24 – May 25, 2025
<i>Incident at Our Lady of Perpetual Help</i>	<b>May 30, 2025</b>	June 26 – Aug 3, 2025

### Ad Guidelines

- File Format: Grayscale JPEG or PDF
- Resolution: 300 dpi
- Submission: e-mail to [chris@williamstontheatre.org](mailto:chris@williamstontheatre.org)

### Payment Information

- Season rate can be paid in full with first ad or billed in installments.
- Invoice will be mailed once programs are printed.
- Payment due within 30 days of invoice date.
- Checks should be made payable to the **Williamston Theatre**.

### Disclaimer

The theatre cannot guarantee reproduction quality if the ad does not meet our guidelines. Ads not received by Copy Deadline may not be printed in the program. No refunds will be issued for ads not printed due to missed deadlines.

I would be happy to discuss the themes and content of each script should you have any concerns.  
**Please contact Chris Purchis at 517-655-SHOW or [chris@williamstontheatre.org](mailto:chris@williamstontheatre.org).**